



Minutes Committee for Youth, Families and Community May 10, 2011

Minutes of the Committee for Youth, Families and Community held May 10, 2011 at the Tempe Public Library-Connections Program Room, Tempe, AZ.

MEMBERS Present:

Randy Lazar, Tempe Union High School District
Bobbie Cassano, Tempe Community Council
Norm Saba, Cardon Children's Medical Center
Barb Fries, Tempe Elementary School District
Lauren Johnson, Community Bridges
Renée Ouellet, EMPACT-SPC
Alan Anderson, Checkmate Chess Instruction
Celeste Plumlee, Tempe Resident
Vic Cordts, Boys & Girls Club of the East Valley
Maria Holmes, Association for Supportive Childcare
Ilene Dode, Tempe Resident/EMPACT-SPC
Rodrigo Alatorre, Tempe Top Youth Leaders
SSgt. John Baltz, AZ National Guard – DDR Program
Sgt. Mike Vigil, AZ National Guard – DDR Program
Sanja Sobo, EMPACT-SPC

MEMBERS Absent:

Lynette Stonefeld, Tempe/Kyrene Communities In Schools
Stephen Govett, Tempe First United Methodist Church
Luis Morales, Chicanos Por La Causa
Jimmy Gutierrez, Chicanos Por La Causa
Renee Thomas, Mountain Park Health Center
Sheran Mattson, Mattson Resource Development
Amanda Hamm, Kyrene School District
Sean Donovan, Tempe Chamber of Commerce
Kelley Lind, Cardon Children's Medical Center
Kathy Stevens, Kiwanis Club
Vicki Kringen, The Centers for Habilitation
Cloudia Dame, The Centers for Habilitation

City Staff Present:

Kim Bauman, Community Services-Social Services

Roni Alexander, Community Services-Social Services
Tricia Gilman, Community Services-Social Services
Fran Santos, Tempe Police Department

Meeting convened at 4:03 p.m.

Agenda Item 1- Call Meeting to Order and Introductions

Ilene Dode, Chair called the meeting to order. Introductions were made.

Agenda Item 2 - Minutes from March 8, 2011 Meeting

The minutes from April 12, 2011 were reviewed.

MOTION: Roni Alexander motioned to approve the minutes.

SECOND: Norm Saba seconded the motion.

COMMITTEE CONSENSUS: Minutes were approved.

Agenda Item 3 – FY 2011-12 Magellan Strategic Plan Update

Kim Bauman, City of Tempe and **Bobbie Cassano, Tempe Community Council** provided an update on the revised strategic plan.

- 1) In addition to our renewed budget of \$136,748 we are receiving one-time funds of \$22,885 to implement public information/social marketing and community education strategies.
- 2) Activities that will be implemented include the following:
 - Continue to work on passage of social host ordinance.
 - Training for Tempe Police Department officers on youth alcohol use trends and social host ordinance, if passed.
 - Develop and implement a community wide alcohol awareness campaign that includes hiring a part-time marketing intern, newspaper, billboard, and movie theatre ads, and outreach activities.
 - Complete community mapping project and identify alcohol outlets by the most popular youth hangouts and target them for sticker shock campaign.
 - Ten community education workshops that target a variety of adult audiences.
 - Implementation of parent volunteers to host/ hold “parent chats” on underage drinking.
 - Provide the All Stars Leadership Program at two middle schools. Activities include life skills development and peer leadership activities that address underage drinking prevention and target students.
 - Provide weekly community based peer leadership program that assists in public information and social marketing activities and alcohol awareness activities with peers and younger children.
- 3) Kim Bauman agreed to email the approved strategic plan to committee members.

Agenda Item 4-Subcommittee Updates

- 1) **Tricia Gilman, City of Tempe** reported the peer leaders hope to finish mapping the identified youth hangouts in June.
- 2) **Fran Santos, City of Tempe** and **Bobbie Cassano** provided an update on the public policy subcommittee.
 - The presentation of the proposed social host ordinance at a Tempe City Council Issue Review Session has been postponed as some concerns were raised about the

possibility of State law pre-emption over a city ordinance and equal protection (criminal statute vs. civil ordinance).

- The possible equal protection issue was determined not to be a big concern. Legal research on how other cities have addressed possible State law pre-emption is underway. If it is determined this could be a problem the ordinance will be revised to be similar to the City's current party ordinance and violations would not be processed through the municipal court. This would require the development of a new referral process for the diversion option.
- The goal of the proposed ordinance is to educate rather than be punitive. The diversion option would allow a first time offender of the ordinance to participate in a 4 hour class rather than pay a fine. Communities in School's AmeriCorps volunteer is currently working on the curriculum.

3) **Roni Alexander, City of Tempe** provided an update on the marketing subcommittee.

- The subcommittee is working on finalizing the new coalition logo.
- The three final PSA's were shown to committee members. The consensus was the 2nd PSA was the most effective to use with general/adult audiences. The third PSA would be more impactful with youth and could be posted on Facebook and used in school and community based youth alcohol prevention activities.
- Since the coalition will be undertaking a broad public information/social marketing campaign in FY11-12 the subcommittee will meet throughout the summer.

Agenda Item 5 – Committee member Bio's

Bobbie Cassano reported that despite a number of requests, some committee members have not submitted their bios. **Kim Bauman** asked that some of the completed long and short form bio's be sent out to coalition members to utilize.

Agenda Item 6 – Grant and Program Updates

There were not grant or program updates.

Agenda Item 7 – Announcements

- **Bobbie Cassano** distributed brochures on Thrive to Five free programs/services provided through the First Things First grant. **Norm Saba, Cardon Children's Medical Center** requested a box of 500 brochures that he can distribute to local pediatrician offices.
- **Bobbie** also has a number of "Keeping Your Kids Drug-Free" pamphlets. **Norm Saba** also requested these to give to pediatrician offices.
- **Kim Bauman** announced there are scheduling conflicts with the Tempe Connections Program Room. Future meetings will be held in the Library Board Room.

Agenda Item 8 – Future Agenda Items

- Subcommittee Updates
- September Coalition Building and Annual Review

Please contact Kim Bauman or Bobbie Cassano with future agenda items.

The committee's next meeting will be on **August 9, 2011 at 4:00 p.m.** in the Tempe Public Library Board Room

Meeting adjourned at 5:00 p.m.

Prepared by: Kim Bauman

Ilene Dode, Chair